GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5408
ANSWERED ON:28.04.2000
CANCELLATION OF REGIONAL PROGRAMMES IN KERALA
GULAM MEHMOOD BANATWALLA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government had TAKEN any decision to cancel the regional programmes ofprime-time slots from 8 P.M. onwards from Doordarshan, Thiruvananthapuram, Kerala and to retain this slot for the National Network ;

(b) If so, the details thereof including the number of regional programmes which are likely to be affected and the reasons therefor ;

(c) the number of sponsored programmes likely to be cut down as a result thereof ;

(d) its effect on the T.V. producers, technicians and artistes ;

(e) the steps taken by the Government in this regard ;

(f) whether there is considerable agitation against the decision ; and
(g) if so, the reaction by the Government thereto ?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE I DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY)

(a) to (c) : Prasar Bharati has intimated that in the changed Media scenario, the NationalChannel of Doordarshan has been restructured recently with a view to enlarge viewership and improve quality of Doordarshan programmes. In the process, the format of Hindi Samachar and English News has also been restructured with the increased durations. With the restructuring ofnews format and resultant scheduling of English News between 8.00 p.m. and 8.30 p.m., this time slot, earlier utilised by Regional Kendras on Monday, Tuesday, Thursday and Friday, has been taken for national news. On remaining days, this slot was already with national network.

Consequently, four sponsored programmes of 30 minutes duration have been affected every week due to cancellation of regional slot.

(d) to (g) : Keeping in view the regional aspirations, six Regional Language SatelliteService channels, including Malayalam Channel have been made round-the-clock and producers, technicians etc. of states would get more opportunities inthe Regional Language Satellite Service.

Prasar Bharati has intimated that there was some reaction and the position has been explained to concerned persons.